

CENTERED ON SMALL BUSINESSES

The Cuesta College Small Business Development Center, SBDC, is part of a nationwide program that provides business technical assistance to small businesses who cannot afford the services of a private consultant.

Many clients begin their interaction with the Cuesta office by attending one of three monthly workshops, covering in two hours topics such as business basics, sales and marketing and fundraising.

In the first 10 months of 2007, the SBDC served 124 clients, including eight startups creating 69 new jobs. SBDC advisers spent an average of 10 to 16 hours with each client.

Clients already come from across the county, but Israel Dominguez, the new Director, hopes to reach more business owners through increased advertising and marketing including community outreach events and working with chambers of commerce and other resource partners.

Increased services will include workshops on topics such as Quickbooks, California personnel laws or negotiating government contracts, as well as Spanish language workshops.

Dominguez hopes to increase the number of counselors from the current five to 12 or more, adding expertise in areas such as retail merchandise, customer service, sales, banking, finance, real estate, contracts,

accounting, marketing, strategic planning, human resources, business planning and law.

To learn more about the SBDC services, you may contact their office at:

Cuesta College Small Business
Development Center

3211 Broad Street, Suite 109

San Luis Obispo, CA 93401

Phone: (805) 549-0401

Fax: (805) 543-5198

idinguez@smallbusinessinfo.org

